

Addendum 2 – Clarifying Details Regarding the MWR Program

DTTD operates three micro-sites covering the meetings, weddings and reunions markets.

The websites are located at:

www.weddings.visitnh.gov

www.meetings.visitnh.gov

www.reunions.visitnh.gov.

Hereafter, this program shall be referred to as the MWR Program.

Historically, approximately \$150,000 annually in ad sales from the MWR Program has gone directly back into the MWR Program in the form of financial support. Anything above this amount has been designated to be invested back into expansion of the MWR Program.

The selected Guidebook vendor will be responsible for advertising sales of the web, e-newsletters, and rich media pertaining to the MWR Program. Please see *Attachment G* posted at www.visitnh.gov/RFP for specific MWR rates and packages for the individual websites.

Revenue from advertising sales should be used to pay for meeting, wedding, and reunion program management, sales, and marketing. A more detailed accounting of responsibilities will be worked out in discussion between DTTD, DTTD's ad agency, and the winning bidder.